

REMARKS

New claim 27 has been added. Thus, claims 1-7, 9-24, and 27 are pending in the application. The Examiner's rejections are traversed below, and reconsideration of all rejected claims is respectfully requested.

Claim Rejections Under 35 USC § 103

On page 3 of the Office Action, claims 1-7 and 9-24 were rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 6,845,388 (Philyaw) in view of U.S. Patent No. 5,938,727 (Ikeda). Applicants respectfully traverse the Examiner's rejection of the claims.

The Examiner argued that Philyaw discloses that a barcode has a plurality of pieces of return information. However, the section of Philyaw cited by the Examiner only discloses that a URL of the product information can be obtained through referring to the lookup table on the basis of the product code (corresponded to the barcode by the Examiner). No information is provided regarding plural pieces of response information.

Moreover, a return message 402, which is regarded by the Examiner as storing a plurality of pieces of return information, does not illustrate the contents of a barcode (or product code). Rather, it is a message transferred between the PC and server.

Applicants respectfully submit that independent claims 1-7, 20-22, and 24 are patentable over the references, as none of the references, alone or in combination, discloses or suggests, "wherein the conveyance information includes a plurality of pieces of return information for returning the reply information," as recited in independent claim 1, for example.

Assuming *arguendo* that item 402 in Philyaw contains a plurality of pieces of information that is to be sent back from the ARS to the PC, as the Examiner contended on page 2 of the Office Action, Applicants respectfully submit that the information is not included in conveyance information that the information provider side provided to the consumer side. Philyaw clearly indicates that the product code information is extracted from the received packet 400. See Philyaw, column 9, lines 12-14.

Assuming that the item 402 is a "return message" including a plurality of pieces of return information, as the Examiner contended, the item 402 is not included in the packet 400 (the packet including the product code information), as the packets are two separate packets. In other words, item 402, which allegedly includes return information, is not included in the packet 400. Therefore, Philyaw does not disclose or suggest "*conveyance information including a plurality of pieces of return information* for returning reply information."

Moreover, Philyaw clearly indicates the packet 402 simply includes information instructing the source PC how to access another location on the network. See Philyaw, column 9, lines 21-23. Therefore, the information in the packet 402 is not a plurality of pieces of return information *for returning reply information*.

In light of the foregoing, independent claims 1-7, 20-22, and 24 are patentable over the combination of references, as Ikeda does not cure the deficiencies of Philyaw. As dependent claims 9-19 and 23 depend from independent claims 7 and 21, respectively, the dependent claims are patentable over the references.

As new claim 27 recites language similar to that of the other independent claims, new claim 27 is patentable over the references for at least the reasons presented for the other independent claims.

There being no further outstanding objections or rejections, it is respectfully submitted that the application is in condition for allowance. An early action to that effect is courteously solicited.

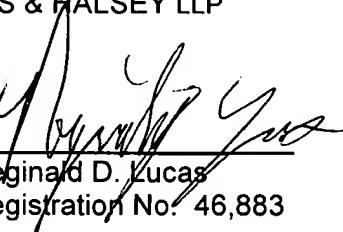
Finally, if there are any formal matters remaining after the response, the Examiner is requested to telephone the undersigned to attend to the matters.

If there are any additional fees associated with filing of the Amendment, please charge the same to our Deposit Account No. 19-3935.

Respectfully submitted,

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